IN THE CLAIMS:

This listing of Claims will replace all prior versions, and listings, of claims in the application:

Claims 1-19 (Previously Withdrawn)

Claim 20. (Currently Amended) A method of ~~correlating~~ using a computer processor to correlate at least one dynamic dataset, representing human behavior, and at least one static datasets, wherein said dynamic and static datasets shar~~eing~~ at least one common characteristic and hav~~eing~~ an assumed relationship, and using such correlations to determine rule systems between the datasets, comprising the steps of:

selecting at least one subsets of said datasets sharing at least one common characteristic;

expressing the assumed relationship between said static and dynamic datasets as a mathematical assumption;

defining an error function which describes ~~the two~~ said static and dynamic datasets in terms of said mathematical assumption;

performing at least one fitting procedure to calculate values that define said mathematical assumption;

performing at least one fitting procedures to account for errors in the assumed relationship; and,

~~performing fitting procedures which account for errors in the definition of the at least one subset; and,~~

using the computer processor to store said mathematical assumption in a database as a rule system between said dynamic and static datasets.

Claim 21. (Currently Amended) The method of Claim 20, in which said dynamic dataset corresponds to set-top box event data.

Claim 22. (Currently Amended) The method of Claim 21, in which said static dataset corresponds to demographic data.

Claim 23. (Currently Amended) The method of Claim 22, in which correlations are drawn between said set-top box event data and said demographic to determine the relationship of demographics to content viewership.

Claim 24. (Previously Withdrawn).

Claim 25. (Currently Amended) A method of determining individual characteristics by ~~correlating~~ using a computer processor to correlate at least one dynamic dataset, representing human behavior, and at least one static datasets, wherein said static and

dynamic datasets shar~~eing~~ at least one common characteristic and hav~~eing~~ an assumed relationship, comprising the steps of:

selecting subset~~s~~ of said datasets sharing a<u>t least one</u> common characteristic;

expressing the assumed relationship as a mathematical assumption;

defining an error function which describes ~~the two~~ <u>said static and dynamic</u> datasets in terms of said mathematical assumption;

<u>performing at least one fitting procedure to calculate values that define said mathematical assumption;</u>

performing <u>at least one</u> fitting procedure~~s~~ to account for errors in the assumed relationship;

<u>using said processor to store</u> ~~storing such correlations~~ said <u>mathematical assumption and said error function</u> in an individual-specific array <u>in a database</u>; and

~~iteratively~~ repeating this process<u>, such that a plurality of mathematical assumptions and error functions are stored in said individual-specific array</u>.

Claim 26. (Original) The method of Claim 25, in which said dynamic dataset corresponds to set-top box data.

Claim 27. (Original) The method of Claim 26, in which said static dataset corresponds to demographic data.

Claim 28. (Currently Amended) The method of Claim 27, in which said individual-specific <u>array</u> ~~data~~ corresponds to a ~~set-top-box-identification number or other~~ privacy-compliant identification number.

Claim 29. (Currently Amended) The method of Claim 28, in which <u>an IDM solution is used as a means for performing at least one of said fitting procedures.</u> ~~an IDM algorithm determines said correlations.~~

Claims 30-80 (Previously Withdrawn)

Claim 81. (New) The method of Claim 28, in which said privacy-compliant identification number is a set-top box identification number.